

Phoenix Multicultural *Accelerated Performance Through Research*

Casanova Pendrill For Ad Council

Hispanic Advertising Test
Full Report

June 2011



**Multicultural
Practice**

Note:

Qualitative research provides insight into the feelings, imagery, and beliefs of consumers in regard to a specific service or product. Overall, the information provided by qualitative research is best used in developing hypotheses and identifying possible directions in the market. Due to the small sample size and the dynamics of the interaction, it is not advisable to accept the findings as absolute.



Background & Objectives

Background

The National Highway Traffic Safety Administration (NHTSA) reports that motor vehicle crashes are the leading cause of death for young people ages 3 to 14. If child safety restraints were used consistently and properly, the fatality rate for motor vehicle crashes could be cut in half. The Advertising Council has partnered with Casanova Pendrill to increase awareness about proper safety restraint use among Latino parents of children aged 0-13.

Key objectives for this research were to:

- Understand perceptions current behavior for child safety restraints
- Identify barriers to following child safety restraint guidelines
- Research information sources for parents on child safety restraint products
- Capture reactions to several concept statements expressing the importance of proper child safety restraint usage



Methodology

- Six focus groups were conducted in Chicago and Los Angeles on May 18-19, 2011 among Hispanics in the following segments:
 - Women with child or caregiver of child age 0-6
 - Men of child or caregiver of child age 0-6
 - Women with child or caregiver of child age 7-13



Screening Requirements

Respondents were screened to meet the following criteria:

- Parents or caregivers of a child age 0-13
- Drives a car/vehicle and travels with a child three times per week or more
- Mix of mothers and fathers
- Mix of child age (0-13)
 - ages 0-6
 - ages 7-13
- Mix of single and married/partners
- Mix of income levels
- Completed at least some high school
- Foreign-born Hispanics from a mix of countries of origin
- Unacculturated/Partially unacculturated per Phoenix Multicultural acculturation model – see appendix
- Representative countries of origin: Chicago (primarily Mexican with good mix of Central American, South American, Puerto Rican), LA (Mexican)
- Spanish dominant
- Standard security screening (no employment in marketing/advertising, media, entertainment, childrens products, automotive safety)
- No research participation in past 6 months



Current Perception and Practice



**Phoenix
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Child passenger safety is a relatively new concept for Hispanics

- Most are unfamiliar with the need for car seats because such laws do not exist in their country of origin
- Latino parents believe children are more resilient than the delicate manner in which they are handled in American culture
- There are two critical points of car safety learning for Hispanics:
 - Arrive in the U.S. with children (specifically at Dept. of Motor Vehicles when registering vehicle)
 - Birth of first child (specifically at hospital as most require car seat check)

"I think the USA is the only country that mandates the car seats." Chicago, Male

"We come from Mexico, and we don't use these things. Here is a different culture." LA, Female

"As Latinos, because of our culture, in Mexico kids sit on your lap. They don't become aware of the fact that a seat belt is not just a luxury, it's a responsibility." LA, Female

"When I got here to this country, we were not used to using the car seats or seat belts. My brother-in-law told me the first thing I have to do was to get the car seats." Chicago, Male

"Sometimes at hospital they tell you. 'We'll get you one.' A lot of hospitals, they give you the car seat. Otherwise, they won't let you leave the hospital unless you have one." LA, Male

There is an overall lack of awareness regarding child passenger safety in the Hispanic community

- Ignorance and unfamiliarity of safety guidelines result in misperception of child restraints and noncompliance.
 - There is some distrust of safety measures and parents practice what they consider to be safe.
 - In some cases, parents are not being a good role model by not buckling up themselves.
 - A few respondents reported not being compliant in spite of their awareness of safety guidelines.

“I always had my daughter in the front seat with me. I didn’t know you weren’t supposed to, until someone told me. If I had to give her a bottle, it was easier.” LA, Female

“I didn’t know how to properly use the car seat. It didn’t fit right in the back seat.” Chicago, Female

“There is positive and negative. The seat belt can save your life, but it can also cause your death. It can be a risk.” Chicago, Female

“When my child was born at the hospital, they required the car seat. After that, we wouldn’t use the car seat until the child was bigger. The baby would fold up, and slide into the seat. I was concerned about his breathing.” Chicago, Male

“I always keep my children on the right of me so I can see them.” Chicago, Female

Non-compliance is common due to limited awareness of safety guidelines

Current Practice

- All use a car seat for infants primarily because of car seat check at the hospital
- Choose car seat based on budget and functionality (how long the baby can use it) not safety rating
- Switch to new car seat when child outgrows first car seat
- Switch to booster seat when child outgrows car seat
- This stage presents most challenge as children unbuckle themselves or resist to sit in car seat or booster seat
- Most children in this stage don't sit in a booster seat, some parents may allow them to sit in the front



0-12m



1-3



4-7



8-12

Information Gap

- Some were unaware that infant have to be rear facing car seat up to 1 year old
- Some male respondents in Chicago were not aware that rear facing car seat should not be in the front seat
- In Los Angeles, respondents were unfamiliar with the different types of car seats
- Respondents are not aware that children should use a booster seat until they are 4' 9" tall and that they can't sit in the front until they are 13



Women appeared to more compliant than men

- Some male respondents in Chicago confessed that sometimes they forgot to make sure their children buckle up.
 - One respondent reported that he didn't like the idea of having a car seat. His wife carried the baby in the back seat and they didn't get a car seat for the baby until he was two.
- One female respondent noted that men tended to ignore seat belts and she was the one making sure children were in the seat belts in her household.

"My wife would hold our child. I didn't like the idea of the car seat. We didn't have the car seat until the baby was 2 years old. My wife would be in the back seat." Chicago, Male

"Sometimes, when I take the children in my car, I don't have the car seat. Sometimes, my daughter lays down in the back seat and falls asleep. I will place the seat belt around her to give her some safety." Chicago, Male

"I would look for information on the statistics of males who have died from car accidents because men tend to ignore that." Chicago, Female

"I am the one who makes sure the children are in the seat belts." Chicago, Female



Budget, size and comfort rather than safety are the most important considerations in car seat purchase

- Most respondents purchased their first car seat for birth of first child.
 - Some received it as a gift.
 - In LA respondents reported receiving car seats from hospitals.
- The mom is the decision maker of which car seat to get.
 - Budget, size (bigger so it lasts longer), and comfort rather than safety are the most important considerations.
 - All car seats are assumed to be safe.
- Respondents had mixed experience with the process of installing a car seat. Some respondents had an easier time than others. It appeared that consumers with lower education level struggled more with installation.

*“We got the one that fit our economy.”
Chicago, Male*

“My wife made the decision – she knew what she was looking for. She wanted to make sure he didn’ t hurt his neck. In those classes right before giving birth, they tell you the kind of car seat.” LA, Male

“They are always safe, but I look for the comfort.” LA, Female

“I did it because of his size. From the moment we bought the seat, always thought he’ d grow up and I’ d have to buy another. Might as well just buy a big one. I went by how large it was.” LA, Male

“No. I didn’ t even know how to open a can with a can opener. I did come from a ranch. It was difficult for me to put the car seat in his car. But I kept trying.” Chicago, Female

“To me, it was easy. The instructions were good.” LA, Female

A combination of height, weight and age indicates the need for seat transitions

- Parents wait for cues from children to determine when it is time to switch (i.e. Child complains that harness is too tight and uncomfortable).
- Concern for safety wanes as children grow taller, bigger and stronger (after age 5). Infants' safety needs create the most urgency for Hispanics.

“My child let me know when the car seat was uncomfortable. Then I bought the one that looks like the booster seat.” Chicago, Male

“I go by height and weight.” Chicago, Female

“But there are kids that are 5 or 6... my daughter is 6 and is up to here on me already. It's not just age, but size and weight.” LA, Male

“Yeah, when you buy, it says it's for a certain weight... That's what you go by. You're guided by those things.” LA, Male

“I have 9 and 10 year olds. But I am not as concerned as when they were younger. They wanted to slip out of the seat belts. Now they understand.” Chicago, Female



Concerns about discomfort and inconvenience outweighs safety

Driver

Barrier

“Here is you get stopped, it is all total about \$2,000 fine and jail time. I don’t want to spend that and go to jail, and have a ticket on my record. First thing I always do is make sure the children are in their seat belts.”
Chicago, Male

“I am interested (in getting information when they are older) because I don’t want to get a ticket.”
Chicago, Female

Avoid getting a fine

Hospital car seat check

Lack of space – too many people

Short distance

Children unbuckle themselves or resistance

Simply forget

“During a family get-together going to the park, or fishing, or going to get fresh vegetables. When you have too many people in the car or truck, you can’t get everyone in a seat belt.” Chicago, Female

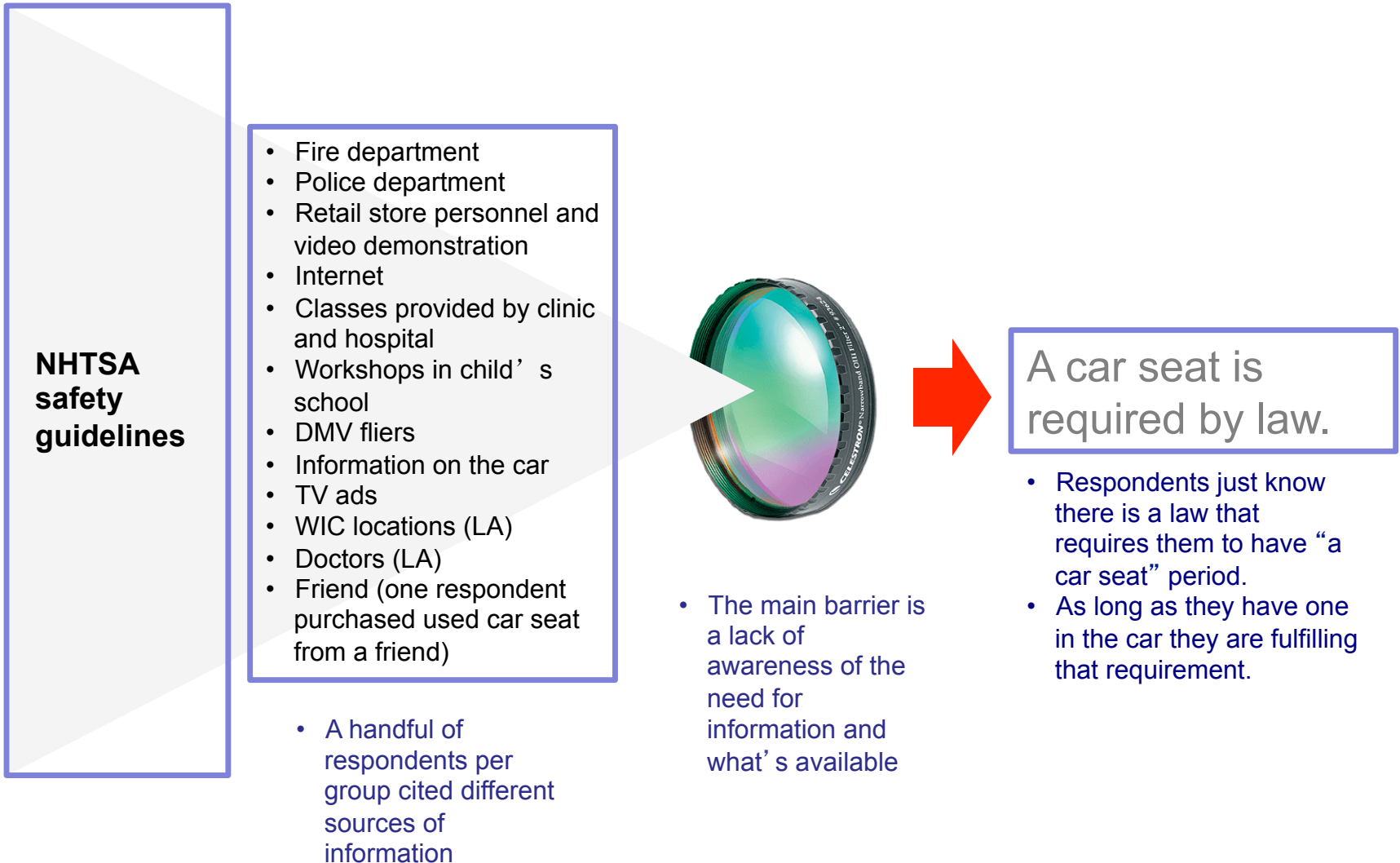
“Sometimes the child unbuckles himself.”
Chicago, Female

“... I’m one of those people. “Oh, I’m just going down here.” I’m not used to always putting my son in the car seat every time I put him in the car.” LA, Male

“Sometimes the children don’t want to wear the seat belt because it’s a close distance.” Chicago, Female



Although there is no shortage of information, there is a lack of awareness of information available and the need for information



Information Sources

“I bought the car seat at Target and I asked the clerk there how to best install it.” Chicago, Male

“For our youngest baby, we bought a new car seat. I went on the Internet and went to read the reviews. I went to the Target website to read the reviews.” Chicago, Female

“I didn’t know some of these things. She said, “We need another car seat – he’s over 7 months old.” I asked the doctor – they give info too.” LA, Male

“They have info at the DMV about the weight for kids to use a chair or a booster. Many times we don’t know. I didn’t know how old a child had to be to stop using the seat. And there they tell you, with the weight...” LA, Male

“I know they do it at the Police Station. Through ads on television.” LA, Female

“My son knows not to accept seats that are given to you because they may have a defect and don’t have the instructions. My kids were given seats and when they went to take the classes, they found out.” LA, Female

“At Children’s Hospital. Every 4 months, they have a campaign where they give seats. When you register, they call you and ask how old your child is and what kind of car you have. Then you get called for the safety class.” LA, Female

“I heard about that at WIC. That is where they gave me the booster seat, when my son was 5 years old.” LA, Female

“I have always bought them used. I always asked for explanations on how it worked. And they helped. I bought from friends or acquaintances.” LA, Female



Awareness of NHTSA



There was virtually no recognition of the NHTSA or the guidelines it provides regarding child passenger safety

- This became an issue in the concepts when provided with the website since respondents did not know what the NHTSA is or why they should believe it.
- Participants suggested spelling out the name of the organization because the initials were meaningless and did not provide any credibility as to exactly **who** was providing these guidelines and information.

“Not that I didn’ t understand, but this thing about NHTA – if you don’ t know what it means, still in the same situation.” LA, Male

“I’ m criticizing this. First time reading something like this, it’ s better to write it out so you know what you’ re talking about.” LA, Male

“I had never heard that abbreviation.” LA, Female

“It would be good if they said the whole thing, not just the letters.” LA, Female



The guidelines were ‘eye-opening’

- Participants were interested in passing the guidelines along to family and friends, particularly as they relate to infants because current practices are based on judgment of child’s size not the safety requirements. For instance, some respondents had no idea why infant carriers cannot go in the front seat.
- Reviewing the guidelines spurred a sense of “what else don’t we know?” and caused parents to question their current practices. **They were motivated to learn more about child passenger safety.**
- A few terms posed difficulty in understanding:
 - **LATCH system** - alternate suggestions included ‘gancho extra de seguridad’ or ‘tercer punto de seguridad’
 - **HARNESS** - recommend using ‘broche del cinturon’ or ‘broche del pecho’
 - **CONTENCION DE SEGURIDAD** - need a more common or literal term like ‘asiento de seguridad’ or ‘precauciones de seguridad’

“If there’s a commercial where they offered something like this, you’d get a lot of people.” LA, Male

“All kids under 13 should be in backseat? My 12-year-old is very tall. Sometimes I tell her to sit in the front. She already has the necessary height.” LA, Male

“I like that it said to read the instructions. Because sometimes we don’t. We buy something and we want to have it on right away and we don’t read instructions.” LA, Female

“What do ‘restraints’ mean? Donations?” LA, Male

“You would need to change that word (restraint) to make it easier to understand.” Chicago, Female

“I just had a question about forward with a harness. What is that?” LA, Female

“They use the word ‘latch’. What does it mean?” LA, Female



Reactions to NHTSA Safety Guidelines

Reactions

In their own words...



0-12 mo.

- Most respondents were aware that infants had to be in the back rear facing but didn't understand the rationale. Understanding the rationale encourages compliance.
- The statement has two points that were confusing to respondents.
 - "...moves with child reducing stress to the neck and spinal cord..." - Participants were under the impression that the seat was not to move at all and felt this movement needed to be explained further or positioned more positively
 - "...(2) convertible and 3-in-1 seats..." - In Los Angeles, respondents were unfamiliar with the different types of car seats

"I hadn't seen that children should not be in the front seat because of the air bags. I have seen other people with children in the front seat. I didn't understand why the child couldn't sit in the front seat. I understand now it is a higher risk."

Chicago, Female

"I think the child would be more secure if there was no movement." Chicago, Female

"Discovered there are convertible seats that I didn't know about. You can use the ones that go backwards, and seats you can turn forwards too."
LA, Male

"I thought it was up to 6 months. I didn't know it was up to 1 year." LA, Female



1-3


- Most dismissed the recommendation of using rear facing car seats because children older than 1 year are more active and want to see what's going on in the front. Parents also felt the need to be able to see their children to make sure everything is ok.

"At the age of 1, they are more active and want to see what is in front." Chicago, Male

"I disagree. A three-year-old doesn't need to be facing backwards. Even if it's recommended, he is not going to do it." LA, Female



Reactions to NHTSA Safety Guidelines

Reactions	In their own words...
<p>4-7</p> <ul style="list-style-type: none"> There was no new info in this part of the statement. 	
<p>8-12</p>  <ul style="list-style-type: none"> The guidelines for 8-12 year olds yielded the most surprise from participants: <ul style="list-style-type: none"> In Chicago, they did not think that a child over 8 needed a seat and in Los Angeles, the same was true for children over 10 The height requirement of 4' 9" in both markets was completely unknown Los Angeles groups added that they were unaware of the real purpose of having a booster seat (so that the safety belt fits child correctly) Common misperception is that a child can sit in the back without a booster seat when their feet reach the floor. However, respondents foresaw resistance to compliance from children in this stage because they are old enough to unbuckle themselves and also many had been telling their children they only had to stay in a booster seat until 7 or 8. 	<p><i>"Children at age 7 don't want to be in a car seat." Chicago, Male</i></p> <p><i>"Mine would be embarrassed to be in a car seat." Chicago, Male</i></p> <p><i>"I told my daughter that she has to do so until she is 8 years old." Chicago, Male</i></p> <p><i>"I didn't know about the proper fit of the seat belt. A seat belt that is not adjusted properly can hurt them." Chicago, Female</i></p> <p><i>"I didn't know that it was supposed to be up to age 12 years old. I thought it was age 7." Chicago, Female</i></p> <p><i>"I thought that at age 7, a child can sit in the front seat with a seat belt." Chicago, Female</i></p> <p><i>"The seat belt already fits him. I have been told that the kids' feet have to touch the car floor." LA, Female</i></p>

Feedback on Tested Concepts



Message Testing

- Respondents were presented 3 different concepts:
 - L – “A Lot to Live For”
 - K – “Kids Are Fragile”
 - C – “The Right Concerns”
- The concepts were presented on handouts, discussed one at a time and rotated across groups.
- Respondents were asked to jot down main message without discussion after they finished reading the concept.



Overall Reaction to Messages

- Due to the general lack of information with regard to child passenger safety, all of the concepts provided some level of new and compelling information for respondents.
- “A Lot to Live For” resonated most with mothers and fathers because they found it both rational and very emotional in the context of potentially destroying their children’s hopes and dreams.
- The website in all concepts was not motivating because participants were unfamiliar with the organization and did not have a reason to believe.
- The statistical statements presented provided some supportive elements but the one considered most direct and impactful was (N) “...#1 killer...”



Reactions to Concepts – “A Lot to Live For”

“A Lot to Live For”

When you're driving, you're not just driving a car. You're driving the hopes and dreams of your child's future. Everything that you, and them, have to look forward to. The birthdays, the vacations, the first dates, the sports games. And, all that can vanish in the blink of an eye if you're not securing your child in the correct safety restraint properly. Car accidents are currently the #1 killer of kids in America, but, using the right car seat drastically reduces the risk of death. Make sure you're protecting your child, and their future, with the best safety restraint. Find more information at NHTSA.com





“A Lot to Live For” – selected as the most preferred by respondents

- The concept drove home the consequence of not using child restraints on both an emotional and rational level.
- Respondents could visualize the future of their children and the possibility of everything disappearing in the blink of an eye.
- The analogy of transporting dreams of children was a powerful reminder of a parent's responsibility to ensure a child's safety by using child restraints.
- Respondents were motivated to get more information and comply with the safety guidelines.

“You have dreams for your children. I get emotional with the things my daughter makes, and with her plans. It gets me emotional to know that by choosing not to wear the seat belt, in one second, everything can disappear.” Chicago, Male

“I like it all. It makes you think more. The imagery is being presented immediately about your life's activities...The important message is that when you drive, you're not alone. You also transport the dreams and hopes of your children.” Chicago, Female

“Yes. Sometimes you feel you know enough about the children. But this makes you want to know more.” Chicago, Female





“A Lot to Live For” – key takeaways

Main Idea: The future of a child depends on a parent’s responsible action

Feelings associated with this concept were:

- Hope
- Love
- Responsibility

“Dreams. That had biggest impact on me. In a blink or heartbeat they could disappear. Plus your conscience, if you didn’t make them safe – because of you, something could happen to them in a blink.” LA, Male

“We feel the love for our children.” Chicago, Female

“We need to remember our children’s dreams.” Chicago, Female





“A Lot to Live For” – key takeaways



WHAT'S WORKING

- Reaches the heart; both rational and emotional
- “Driving the hopes and dreams...” put the issue in perspective
- Males in the groups visibly teared up and reflected on their own families
- Respondents felt like they could not live with the consequences
- Dreams and lives saved well justify the price of a car seat



WHAT'S NOT WORKING



- Confusion about the word “restraint,” respondents suggested an easy to understand word should be used
- The website was a barrier for two reasons:
 - They were unfamiliar with the organization
 - The initials had no meaning to them



Reactions to Concepts – “Kids Are Fragile”

“Kids Are Fragile”

Children are precious cargo. They’re more vulnerable and delicate than the rest of us. Their heads, necks, and spines are still growing and developing. In a car accident, these precious limbs fly forward and if a child isn’t properly restrained they can be struck by hard objects, resulting in death. Because thousands of safety restraints aren’t used properly, car accidents are currently the #1 killer of kids in the US. Make sure you’re protecting your precious cargo with the right safety restraint. Find more information at NHTSA.com

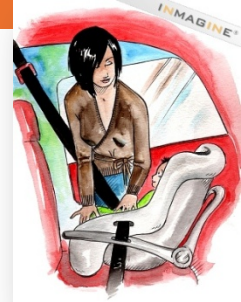


“Kids Are Fragile” – provides negative reinforcement



- The concept conveyed the importance of parents acting responsibly due to the fact that children are delicate and suffer most in a car accident.
- Delicate anatomy of children and visualization of possible consequence were motivating for parents to comply with safety guidelines and served as an effective reminder of their responsibility.

“I like it because it explains the consequences if you don’ t have your child properly buckled up. It states that your child is delicate and those areas can be damaged.” Chicago, Female



“Kids Are Fragile” – key takeaways

Main Idea: Kids are fragile and most likely to suffer in an accident

Feelings associated with this concept were:

- Fear
- Reflection
- Responsibility

“The kids are prized. It sounds like we don’t appreciate them... kids are more vulnerable in case of an accident... that’s what’s getting me – the info here. He can hurt his neck or head. Telling us what could happen to them without precaution.” LA, Male

“They are more fragile. We need to be more responsible.” LA, Female

“Children are still developing. They need to be as safe as possible.” Chicago, Male

“It’s telling you that all this not wearing a seat belt could cause their death. A baby could be damaged with his head or spine.” LA, Female



“Kids Are Fragile” – key takeaways



WHAT' S WORKING

- Provides valuable facts and information about delicate anatomy of children
- Parents could visualize potential damage to the child' s body
- Most likely to encourage parents to think about actions and consequences



WHAT' S NOT WORKING



- Reinforces behavior out of fear
- Unfamiliarity with NHTSA



Reactions to Concepts – “The Right Concerns”

“The Right Concerns”

Some people worry about every little thing with their kids, but a knee scrape here or a bump on the arm there is not going to kill them. After all, kids will be kids. And in many cases it's ok to “go with the flow” and not over-worry about what might or might not happen. But when it comes to some things, like riding in a car, all precautions must be taken so your child is protected and kept safe. Because a car is stronger and more powerful than they are, and they can easily be injured or killed in an accident if they are not properly secured. And because thousands of safety restraints aren't used properly, car accidents are currently the #1 killer of kids in the US. Visit NHTSA.com for more information and to make sure you're keeping your child as safe as they should be.





“The Right Concerns” – elicited minimal response

- While respondents understood the comparison between minor injuries and major accidents and agreed to the importance of safety, they didn't find the statement as relevant or motivating.
- The undertone of some parents not having the right concerns didn't resonate with females, males or parents of older children for various reasons.

“People are more concerned about minimum things and make a bigger ruckus about it than the kids’ safety. They want them to be nicely groomed and look cute, rather than safe.” LA, Male

“First paragraph is other people and I’m the opposite. I’m more worried about safety than secondary things.” LA, Male

“Since we are older adults, it probably relates more to the younger parents.” Chicago, Male

“The speed is a lot, especially on the freeway, it is disastrous. A fall is not that bad. But for us, as a mother, it’s the same. We want to protect them. In the car, we use a seat belt.” LA, Female





“The Right Concerns” – key takeaways

Main Idea: the consequences of an auto accident is much more than a scraped knee.

“Many times, the majority of people see it as a small thing. But it’s not the same as being in an auto accident.” Chicago, Female

“So you realize sometimes a scratch can be a passing thing. Not being secured in a car could mean life or death.” LA, Female





“The Right Concerns” – key takeaways



WHAT'S WORKING

- Understood the comparison between minor injuries and major accidents.



WHAT'S NOT WORKING



- The statement reveals nothing new (importance of safety) and discounts Hispanic parents' overprotection of their children.
- Some females didn't appreciate the undertone of not having the right concern about their children and felt it minimized their role as caretaker
- Male respondents felt it was not relevant to them as they tend not to make a fuss over minor injuries.
- (Male respondents in Chicago) Not relevant to parents of older children as they are not as concerned about minor injuries as first time parents or parents of younger children
- Part of the statement (in some cases it's ok to go with the flow...) was confusing to some respondents
- Unfamiliarity with NHTSA



Reactions to Statistics – Most Compelling

“Car crashes are currently the #1 killer of children, ages 3-14, in America.” (N)

- The combination of key words “#1 killer” and “children” makes the statement compelling and powerful. Respondents agreed that this statement forced their attention to this matter and motivated them to take action to avoid being part of the statistic.
- LA males noted the statement was not specific about the reason of death in car crashes and therefore the correlation between improper use/lack of child restraint and the death statistic is not intuitive.

“Yeah, not so much the safety issue. It would have been different if they said the reason was they didn’t use car seat.”
LA, Male

“I don’t like to see it, but we need to know how to prevent those deaths.”
Chicago, Female

“I don’t want to cut their futures short. We need to know if we can help prevent those deaths.” Chicago, Female

“It is worth my time to make sure my child is properly in his seat belt, or car seat. I don’t want my child to be that type statistic.” Chicago, Female

“Being the #1 cause of death was an impact.” Chicago, Female



Reactions to Statistics – Somewhat Compelling

“But, from 1975-2009, an estimated 9,310 lives were saved by child restraints.” (S)

- The statement is motivating in that it demonstrates something can be done to save children’s lives.
- However, most felt it is not a standalone statement because stating the positive is not as impactful as pointing out the consequence of a car crash without restraints.
- It was considered more applicable as support for statement (N).
- A small number of respondents preferred percentage over absolute number.

“This is like adding more information so you can prevent deaths.” Chicago, Male

“I think it should be an addition to Concept N.” Chicago, Male

“It is like showing the pro, and not the con.” Chicago, Male

“It will have the same effect, but it shows with S that you can reduce the number of deaths.” Chicago, Male

“First with numbers. Then I want to know what I can do to prevent the high number of auto related deaths.” Chicago, Male



Reactions to Statistics – Least Compelling

“More than 1,100 Hispanic child passengers died from 2002-2006; 55 percent of them were unrestrained, compared to the national rate of 44 percent.” (H)

- Most respondents did not appreciate being singled out and portrayed as less responsible than the rest of the American public.
- Males were more receptive to the statement and took the statistics in a matter-of-the-fact manner.
- Males in Los Angeles chose H as the most compelling Statistics because it’s specific about the reason of death of child passengers cited in the statistic. They recognized Hispanics tended to be less compliant and didn’t mind being singled out.
- Females were more defensive perhaps because of their role as primary care taker of their children. However, a small number of female respondents admitted that this practice among Hispanics was common and the statistics, however unpleasant, needed to be made known.

“I don’t like it. It’s too many numbers with percentages.” Chicago, Female

“I find it racist. Because it only talks about Hispanics.” Chicago, Female

“We Hispanics are the ones who don’t take advice from other people.” LA, Male

“I didn’t like it, but it gets your attention. It talks about Hispanic kids who died. We are less aware and responsible. It got my attention, and I think it will get many people’s attention. We know about seat belts. But we need to see the death statistics. More specific and closer to home.” LA, Female



Reactions to Statistics – Least Compelling

“An average of 4 children age 14 and younger were killed and 490 were injured every day in the United State in motor vehicle crashes during 2009.” (F)

- Participants were unimpressed and did not feel was it particularly motivating one way or the other.
- Male respondents in LA pointed out that the statement was not specific about the reason of death and injuries and therefore not effective in encouraging compliance.

“This is confusing because I have to do the math.” Chicago, Female

“F is too long and you lose the information.” LA, Female

“This one talks about average whereas the other one is more specific.” Chicago, Male

“Wounded is not as much of an impact as death.” Chicago, Male

“It does, but not related to what we’ re doing. It doesn’ t say it was because of safety. It was just accidents. It needs to specify more.” LA, Male

“But it doesn’ t say it’ s because he wasn’ t wearing a seatbelt.” LA, Male



Conclusions & Recommendations



Overall Conclusions

There is a great deal of information needed in this community about the importance of child safety restraints. While Hispanics are clear about the punitive consequences and have a sense of sources of information the critical components of how and why to use safety restraints are either missing or misinformed. Further education is necessary to help spread this important information.

Consider outreach to younger targets as the older children in the home are often the ones that bring home this kind of information to their parents and can also often be the enforcers of these guidelines. As these habits become entrenched in younger generations, they will carry them forward as they age and start their own families.



Recommendations – Tested Concepts

Based on consumer feedback, it is recommended to move forward with further development and testing of the “A Lot to Live For” and “Kids are Fragile” concepts.

The “A Lot to Live For” concept delivered a powerful emotional message that linked car seat safety to fulfilling the child’s future and had a strong impact on respondents.

While “A Lot to Live For” was the most compelling for respondents, there were some powerful messages in “Kids are Fragile” that inspired parents to take action. This concept was very effective in helping parents visualize the protection a car seat provides and overcoming some misconceptions about kids’ resilience in these dangerous situations.



Suggested Revisions to Tested Concepts

For “A Lot to Live For” the disconnects were with the translation of the word ‘restraint’ – consider replacing to utilize a more common term such as ‘asiento de seguridad’. Also having more information about NHTSA will make this term more relevant and help dismantle that barrier to use of the website.

The “Kids are Fragile” concept went a long way to help overcome some misconceptions about kids’ ability to withstand a car accident however this message is delivered on a platform of fear/concern about the consequences which are highly unpleasant to think of and can be off-putting. Because softening the tone would diminish the effectiveness of this message perhaps consider using this information as support or in combination with “A Lot to Live For.”



Reactions to Tested Statistics

The most simple and direct approach won over respondents and got their attention. By sticking to the main point that “Car crashes are currently the #1 killer of children, ages 3-14, in America.” the “N” statement provides the needed impact much better than the other statements tested and it is recommended to proceed with this version.



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Thank You!



Appendix



Appendix

Screeners



Microsoft Office
Word 2007 Document

Respondent Profile



Microsoft Excel
Worksheet



Microsoft Excel
Worksheet

Discussion Guide & Homework Journal



Microsoft Office
Word 2007 Document

NHTSA Guideline



Microsoft Office
Word 2007 Document